

The Influence of Integrated Marketing Communications on Brand Awareness of Grand Whiz Megamas Manado Hotel among the General Public in Manado City

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Abstract. This study aims to determine the influence of Integrated Marketing Communication (IMC) on brand awareness of Grand Whiz Megamas Manado Hotel, motivated by a naming confusion issue between the hotel and its sister property, Whiz Prime Megamas Manado. Using a quantitative approach, data were collected from 100 respondents aged 20-59 through purposive sampling, with sample size determined using the Slovin formula, and analyzed using multiple linear regression across six IMC dimensions: advertising, sales promotion, public relations, direct marketing, digital marketing, and personal selling. Results show that all six dimensions simultaneously have a significant effect on brand awareness ($F = 57.189$; $\text{Sig.} = 0.000$; Adjusted $R^2 = 0.773$). Partially, only Personal Selling ($\beta = 0.304$, the most dominant), Sales Promotion ($\beta = 0.224$), Digital Marketing ($\beta = 0.184$), and Advertising ($\beta = 0.153$) have a significant effect, while Public Relations and Direct Marketing show no significant partial effect. Brand awareness falls into the high category (mean = 3.85); however, the persistence of naming confusion indicates that brand recognition has not yet been fully accompanied by clear brand differentiation. The hotel is advised to prioritize personal selling, sales promotion, and digital marketing to strengthen more differentiated brand awareness.

Keywords: Brand Awareness; Digital Marketing; Integrated Marketing Communication; Personal Selling; Sales Promotion.

1. INTRODUCTION

In the increasingly competitive hospitality industry, brand awareness has become a strategic asset that determines a hotel's competitive position in the minds of consumers. Kotler et al. (2022) assert that brand awareness refers to consumers' ability to recognize or recall a brand within a particular product category, and that this is a fundamental prerequisite before consumers can form preferences, conduct evaluations, or develop purchase intentions. Keller (1993), through the Customer-Based Brand Equity (CBBE) framework, reinforces this by positioning brand awareness as the first and most basic level in the pyramid of consumer-based brand equity: without adequate brand awareness, all efforts to build brand associations, perceived quality, and brand loyalty become ineffective. Foroudi (2019), writing specifically in the hospitality context, further argues that strong brand awareness is measured not only by consumers' ability to recognize the brand name, but also by how deeply they understand the identity, class, and uniqueness of the hotel compared to its competitors.

To achieve strong brand awareness, Belch & Belch (2021) recommend an Integrated Marketing Communication (IMC) approach a strategy that synergistically integrates all marketing communication instruments, including advertising, sales promotion, public relations, direct marketing, digital marketing, and personal selling so that the brand message can be delivered consistently and cohesively at every point of contact with consumers. Duncan

& Moriarty (1998) emphasize that consistency of message across communication channels is a prerequisite for the formation of a strong brand perception in the minds of consumers. Under ideal conditions, a hotel that implements all six dimensions of IMC in an integrated manner should be able to build strong and differentiated brand awareness, not only among guests who have stayed at the property, but also among the general public who have never interacted directly with the hotel

However, ideal conditions do not always align with reality on the ground. Manado, as one of the major economic and tourism centers in Eastern Indonesia, is experiencing significant growth in its hospitality industry. Data from BPS North Sulawesi (2024) recorded an increase in the number of star-rated hotels in North Sulawesi from 42 units in 2019 to 58 units in 2024, with Manado as its center now having 31 star-rated hotels totaling 3,273 rooms. This growth in accommodation supply has been driven by consistent demand, as reflected in the surge of foreign tourist visits to North Sulawesi, which reached 226,001 visits in 2024 a significant increase compared to previous years (BPS North Sulawesi, 2024). Paradoxically, this rapid growth has in fact intensified brand competition: the more new properties enter the market with similar names, concepts, and target segments, the greater the risk that consumers will struggle to accurately identify the hotel brand they actually mean. Under such market conditions, competitive advantage can no longer be built on the quality of physical facilities alone; it must be supported by accurate and clearly differentiated brand awareness in the minds of the wider public.

It is within this competitive landscape that Hotel Grand Whiz Megamas Manado a four-star hotel managed by PT. Intiwhiz International and located in the Megamas area faces a distinctive brand awareness challenge. In the same area, PT. Intiwhiz International also operates Hotel Whiz Prime Megamas Manado, a three-star property that functions as a sister hotel with a very similar brand name. The presence of two properties with closely resembling names within the same area creates conditions in which the general public may struggle to identify Hotel Grand Whiz Megamas Manado as a standalone brand entity. Aaker (1996) argues that in a competitive market, weak brand awareness is directly proportional to a decline in consumers' ability to accurately identify a brand, which gradually erodes the hotel's opportunity to become the consumer's primary choice. This condition makes the brand awareness of Hotel Grand Whiz Megamas Manado an urgent communication priority that requires both measurement and reinforcement.

Initial indications of this problem were obtained by the researcher through a structured preliminary survey (pre-survey) of the general public of Manado City, described below, in order to build an objective empirical basis for the research problem, without relying solely on anecdotal observation.

To obtain a more objective basis, the researcher conducted a pre-survey of 20 members of the general public of Manado City, encountered directly by the researcher in high-traffic public areas around the Megamas area. Respondents were given three screening questions: (1) whether they were familiar with the name “Hotel Grand Whiz Megamas Manado”; (2) whether they could distinguish it from Hotel Whiz Prime Megamas Manado; and (3) through which channel, if any, they learned information about the hotel. The pre-survey results showed that of the 20 respondents, 5 people (25%) did not recognize the name “Hotel Grand Whiz Megamas Manado” at all, 15 people (75%) recognized the name “Whiz” but could not distinguish Hotel Grand Whiz Megamas Manado from Hotel Whiz Prime Megamas Manado, and not a single respondent (0%) was able to correctly and independently identify Hotel Grand Whiz Megamas Manado as a standalone four-star property. These results illustrate the public's current level of awareness of the hotel in a more structured and objective manner, and directly underpin the objective of this research: to measure, in a quantifiable and generalizable way, the extent to which this level of awareness is shaped by the hotel's IMC activities.

The pre-survey results above do not constitute primary data for this research; rather, they serve as preliminary field evidence indicating a real problem: the current implementation of IMC by Hotel Grand Whiz Megamas Manado appears inadequate in building strong and specific brand awareness among the general public of Manado City. This finding is consistent with Foroudi's (2019) warning that suboptimal brand awareness correlates directly with a decline in hotel brand reputation and performance, as well as with the findings of Sürücü et al. (2019) that weak brand awareness negatively and directly affects guest satisfaction and loyalty, which ultimately harms long-term business performance. Boonsiritomachai and Sud-On (2020) further affirm that consumers with low brand awareness tend neither to make purchase decisions nor to recommend the hotel to others.

A number of previous studies have attempted to examine the relationship between IMC and brand awareness in the hospitality and services sector. Pisicchio & Toaldo (2021) showed that integrated IMC implementation in hospitality companies contributes significantly to improved marketing performance. Krizanova et al. (2019) emphasized that evaluating the effectiveness of online marketing communication in the hospitality industry is essential to support strategic decision-making and the development of sustainable communication, while

also finding that most hotels had not adequately evaluated all forms of their online communication. Boonsiritomachai & Sud-On (2020) showed that hotel brand awareness formed through hotel mobile applications mediates the relationship between application attributes and purchase intention, as well as word-of-mouth recommendation behavior among travelers. However, collectively, these studies share three limitations that form a research gap that remains unanswered in the literature.

First, most of these studies use active consumers or hotel guests as their unit of analysis, thereby systematically overlooking the general public arguably the most crucial segment for expanding brand awareness, particularly for hotels seeking to build recognition beyond their existing customer base. Second, research examining all six dimensions of IMC simultaneously within a single analytical model remains very limited; most studies test only three to four dimensions partially (Luxton et al. 2015; Porcu, del Barrio-García, and Kitchen, 2017), producing an incomplete picture of the overall influence of IMC. Third, empirical research on the effectiveness of IMC in shaping hotel brand awareness in developing cities in Eastern Indonesia including Manado remains very limited in the existing academic literature, even though the market dynamics in this region have contextual characteristics that are structurally different from those of Java or Bali, which have long dominated the landscape of hospitality studies in Indonesia.

These three gaps form the basis of three dimensions of novelty explicitly offered by this research. First, this research positions the general public of Manado City aged 20 to 59 years as its population a segment strikingly absent from previous Indonesian hospitality IMC studies thereby offering a brand awareness perspective from individuals who have no direct experiential attachment to the hotel brand. Second, this research examines all six dimensions of IMC simultaneously as separate predictors within a single multiple linear regression model, providing a more comprehensive picture of IMC's influence compared to previous partial studies, while also enabling the identification of which dimension plays the most dominant role in shaping brand awareness through a comparison of standardized beta coefficients.

Third, this research operates in a context that has not been specifically explored in the Indonesian hospitality literature: the empirical measurement of IMC's influence on the brand awareness of a four-star hotel in a developing city in Eastern Indonesia, using the general public rather than hotel guests as the unit of analysis, thereby producing a more objective and relevant assessment of brand awareness from the perspective of the audience that is truly the ultimate target of marketing communication.

The urgency of this research is twofold both practical and academic and both dimensions are equally pressing at this time. From a practical standpoint, Manado is currently in a phase of increasingly rapid growth in its hospitality industry, with 16 new star-rated hotels added in just the past five years (2019-2024), creating both opportunities and threats that cannot be postponed. Hotel Grand Whiz Megamas Manado, operating amid this momentum, requires a timely empirical understanding of the extent to which, and through which dimensions, brand awareness among the general public is formed, so that marketing communication resources can be directed appropriately before competition further entrenches the positions of competing brands. Without this empirical foundation, the hotel risks continuing to allocate its marketing communication budget suboptimally, while brand awareness among the general public remains weak and unmeasured. From an academic standpoint, the scarcity of empirical research on IMC and hotel brand awareness in Eastern Indonesia is not merely a literature gap that can be ignored; this absence actively hinders researchers and marketing practitioners in the region from formulating evidence-based communication strategies suited to the local context, rather than simply adopting findings from the structurally different contexts of Java and Bali.

Based on the above discussion, this research is presented as an empirical effort to map the influence of Integrated Marketing Communication (IMC) on the brand awareness of Hotel Grand Whiz Megamas Manado among the general public of Manado City, with the aim of producing findings that can serve as a strategic foundation for optimizing the hotel's marketing communication. Accordingly, this research is titled: "The Influence Of Integrated Marketing Communications On Brand Awareness Of Grand Whiz Megamas Manado Hotel Among The General Public In Manado City."

2. LITERATURE RIVIEW

Understanding of Marketing

Before discussing Integrated Marketing Communication (IMC) and Brand Awareness in more detail, this research first outlines the general concept of marketing as the foundational thinking underlying the entire discussion in this chapter. Kotler & Armstrong (2018) define marketing as the process by which companies create value for customers and build strong relationships with them, with the aim of capturing value in return from those customers. This definition asserts that marketing is not merely an activity of selling products or services, but rather a continuous process oriented toward the creation and exchange of value between a company and its customers.

Objective of Marketing

In general, marketing has several fundamental objectives that every company, including hospitality service companies, seeks to achieve (Kotler & Armstrong, 2018; Kotler et al., 2022). These objectives include meeting consumer needs and wants by ensuring that the products or services offered are truly aligned with the needs and preferences of the target market. Marketing also aims to create customer value by building a perception of value that exceeds the sacrifices made by consumers, including costs, time, and effort. Furthermore, marketing seeks to build long-term relationships with customers by transforming transactional interactions into sustainable and mutually beneficial relationships. Another objective is to increase sales and profitability as indicators of the financial success of overall marketing activities. In addition, marketing aims to achieve competitive advantage by positioning products or services uniquely and more favorably than competitors in the minds of consumers.

Benefit of Marketing

Effectively conducted marketing activities provide benefits to three main parties (Kotler et al., 2022). For companies, effective marketing activities contribute to increasing sales, expanding market share, strengthening brand image, and maintaining customer loyalty. For consumers, marketing activities facilitate access to information, assist them in selecting products or services that align with their needs, and enhance overall satisfaction. Meanwhile, for society, effective marketing encourages innovation, promotes healthy business competition, and contributes to broader economic growth.

Integrated Marketing Communication / IMC (Variable X)

Integrated Marketing Communication (IMC) is a concept that has undergone significant definitional evolution since it was first popularized by Schultz, Tannenbaum & Lauterborn in the early 1990s. Belch & Belch (2021), the primary reference for this research, define IMC as the process of developing and implementing various forms of persuasive communication programs aimed at consumers and prospective consumers on an ongoing basis. The purpose of IMC is not merely to deliver a message, but to ensure that all elements of the marketing communication mix are coordinated and integrated so as to produce a consistent message and a synergistic impact at every touchpoint between the brand and the consumer.

Belch & Belch (2021) identify six main dimensions within the IMC mix that together form an integrated marketing communication ecosystem. These six dimensions are adopted in this research as independent sub-variables measured simultaneously. The application of IMC in the hospitality industry has characteristics that differ considerably from the conventional manufacturing or retail sectors. Serić et al. (2016) assert that in the hotel context, IMC must be

able to manage consumer perceptions even before a guest sets foot on the property, because the decision to choose a hotel is often made well before any physical interaction occurs making consistent and differentiated brand communication the sole instrument for shaping brand awareness among individuals who have never visited the property directly.

Brand Awareness (Variable Y)

Brand awareness is one of the most fundamental constructs in modern brand management. Kotler et al. (2022) define brand awareness as consumers' ability to recognize and recall a brand under various conditions both when given a product category cue (recall) and when the brand is presented directly (recognition).

This research operationalizes brand awareness through a synthesis of five indicators, built primarily on Aaker's (1996) four-level hierarchy recognition, recall, and top-of-mind complemented by brand image from Keller (1993) and a product knowledge indicator that is distinctive to the hospitality industry, drawing on Foroudi's (2019) findings regarding hotel brand performance. This synthesis, rather than adopting a single ready-made model, was chosen because it directly targets the identity-confusion phenomenon that is the focus of this research: the public's difficulty in distinguishing Hotel Grand Whiz Megamas Manado from its sister hotel.

Brand awareness is not formed in a vacuum; rather, it is the result of various interacting factors. Keller (1993) identifies the frequency and consistency of exposure to brand communication as the main predictor of strong brand awareness formation. That is, the more often and consistently a brand message is delivered through various channels, the greater the likelihood that the brand will be stored in consumers' long-term memory.

3. RESEARCH METHOD

This study employs a causal quantitative approach, also referred to as explanatory research. In this study, the causal relationship under investigation is between variable X Integrated Marketing Communications (IMC) and variable Y Brand Awareness. This study seeks to obtain empirical evidence regarding the influence of Integrated Marketing Communications on the brand awareness of Hotel Grand Whiz Megamas Manado among the general public of Manado City.

The population in this research is the general public of Manado City aged 20 to 59 years. The 20-59 age group also represents the primary target market for hospitality services in urban areas, making it relevant for capturing the level of brand awareness of Hotel Grand Whiz Megamas Manado among the general public of Manado City. Based on data from the Central

Statistics Agency (BPS) of Manado City (2024), the population of Manado City aged 20 to 59 years was recorded at 274,250 people, making this research's population a finite population whose size can be determined precisely. Because the population size is known precisely, the sample size in this research is determined using the Slovin formula (Sugiyono, 2017): $n = N / (1 + N \cdot e^2)$, where n is the sample size, N is the population size (274,250 people), and e is the tolerable margin of error due to sampling inaccuracy, which in this research is set at 10% ($e = 0.10$). Based on this calculation, $n = 274,250 / (1 + 274,250 \times 0.1^2) = 274,250 / 2,743.5 = 99.96$, which is rounded up to 100 respondents.

The data analysis techniques used in this research consist of a series of stages carried out systematically using IBM SPSS Statistics version 31 software. The stages of analysis include descriptive analysis, instrument quality testing, classical assumption testing (including multicollinearity testing, given that six predictors are analyzed simultaneously), multiple linear regression analysis, simultaneous (F) and partial (t) hypothesis testing, and coefficient of determination analysis, as described in the following subsections.

4. RESULT AND DISCUSSION

Validity Test

Validity of the IMC Dimensions (X1-X6)

Table 1. Validity of the IMC Dimensions (X1-X6).

Item	Dimensi	r-count	Sig.	Status
X1.1	Advertising	.884	.000	Valid
X1.2	Advertising	.894	.000	Valid
X1.3	Advertising	.927	.000	Valid
X2.1	Sales Promotion	.799	.000	Valid
X2.2	Sales Promotion	.885	.000	Valid
X2.3	Sales Promotion	.888	.000	Valid
X3.1	Public Relations	.728	.000	Valid
X3.2	Public Relations	.867	.000	Valid
X3.3	Public Relations	.898	.000	Valid
X4.1	Direct Marketing	.918	.000	Valid
X4.2	Direct Marketing	.888	.000	Valid
X4.3	Direct Marketing	.947	.000	Valid
X5.1	Digital Marketing	.802	.000	Valid
X5.2	Digital Marketing	.775	.000	Valid
X5.3	Digital Marketing	.841	.000	Valid
X6.1	Personal Selling	.901	.000	Valid
X6.2	Personal Selling	.917	.000	Valid
X6.3	Personal Selling	.835	.000	Valid

Source: processed by the researcher, 2026.

All 18 items across the six IMC dimensions produced r-count values between 0.728 and 0.947, well above the r-table of 0.1966, with Sig. = 0.000. Every item is declared Valid; none requires elimination or revision.

Validity of the Brand Awareness Variable (Y)

Table 2. Validity of the Brand Awareness Variable (Y).

Item	r-count	Sig.	Status
Y1	.385	.000	Valid
Y2	.702	.000	Valid
Y3	.841	.000	Valid
Y4	.767	.000	Valid
Y5	.850	.000	Valid
Y6	.893	.000	Valid
Y7	.849	.000	Valid
Y8	.824	.000	Valid
Y9	.827	.000	Valid
Y10	.822	.000	Valid
Y11	.902	.000	Valid
Y12	.860	.000	Valid
Y13	.786	.000	Valid
Y14	.833	.000	Valid
Y15	.867	.000	Valid

Source: processed by the researcher, 2026.

All 15 Brand Awareness items yield r-count values between 0.385 and 0.902, all exceeding r-table (0.1966) with Sig. = 0.000. Y1 is the weakest item ($r = 0.385$) but still comfortably valid.

All 33 items across the questionnaire (X1-X6 and Y) are therefore confirmed Valid and may proceed to reliability testing and further analysis.

Reliability Test

Table 3. Reliability Test.

Variable	N Items	Cronbach's Alpha	Category
X1 – Advertising	3	.879	Reliable
X2 – Sales Promotion	3	.816	Reliable
X3 – Public Relations	3	.781	Reliable
X4 – Direct Marketing	3	.901	Reliable
X5 – Digital Marketing	3	.715	Reliable
X6 – Personal Selling	3	.852	Reliable
Y – Brand Awareness	15	.960	Reliable

Source: processed by the researcher, 2026.

All seven variables score above the 0.70 threshold, ranging from .715 (X5) to .960 (Y). The instrument is reliable across every dimension; Y's alpha of .960 in particular reflects very high internal consistency among its 15 items, and no item needs to be dropped.

Classical Assumption Test

Normality Test

Table 4. Normality Test.

Statistic	Value
N	100
Test Statistic (Kolmogorov-Smirnov)	.076
Asymp. Sig. (2-tailed)	.163

Source: processed by the researcher, 2026.

Asymp. Sig. = 0.163 > 0.05, so the residuals are normally distributed. The normality assumption is satisfied, and the regression model's significance tests (t and F) are statistically valid to interpret.

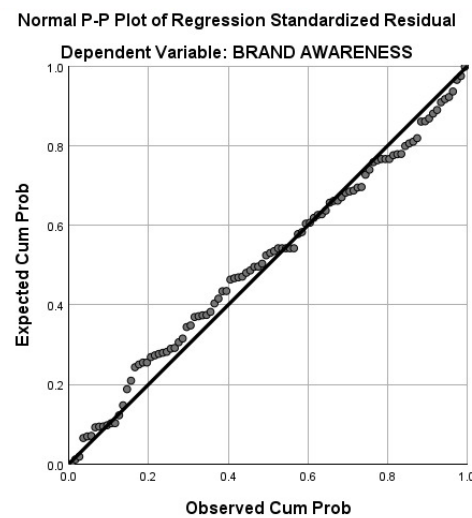


Figure 1. Normal P-P Plot of Regression Standardized Residual.

Source: processed by the researcher, 2026.

The data points closely follow the diagonal reference line across the full 0.0-1.0 range, with only minor, non-systematic deviation in the lower-left segment. This visually confirms the Kolmogorov-Smirnov result: the residuals are normally distributed and the regression model meets the normality assumption.

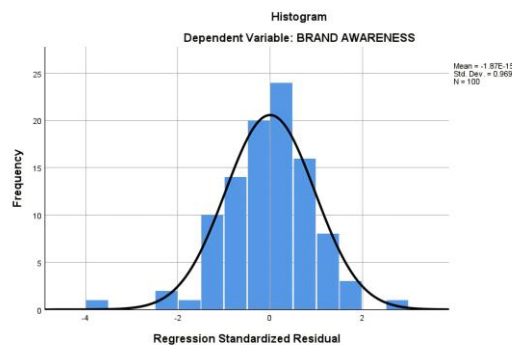


Figure 2. Histogram of Regression Standardized Residual.

Source: processed by the researcher, 2026.

The histogram forms a symmetric, bell-shaped distribution closely tracking the overlaid normal curve, centered at a mean of ≈ 0 with SD = 0.969 (N = 100). This corroborates both the P-P Plot and the Kolmogorov-Smirnov test: the residuals are normally distributed and no transformation of the model is required.

Multicollinearity Test

Table 5. Multicollinearity Test.

Predictor	Tolerance	VIF
X1 - Advertising	.442	2.263
X2 - Sales Promotion	.279	3.580
X3 - Public Relations	.348	2.871
X4 - Direct Marketing	.194	5.156
X5 - Digital Marketing	.303	3.301
X6 - Personal Selling	.296	3.373

Source: processed by the researcher, 2026.

Every predictor has Tolerance > 0.10 and VIF < 10 (highest VIF: X4 at 5.156). No multicollinearity is present; the six coefficients can be interpreted independently without distortion, even though X4 carries the greatest but still acceptable inter-correlation with the other predictors.

Heteroscedasticity Test (Glejser)

Table 6. Heteroscedasticity Test (Glejser).

Predictor	Sig.
X1 – Advertising	.947
X2 – Sales Promotion	.891
X3 – Public Relations	.111
X4 – Direct Marketing	.650
X5 – Digital Marketing	.599
X6 – Personal Selling	.266

Source: processed by the researcher, 2026.

All six significance values exceed 0.05 (lowest: X3 at 0.111). The regression model shows homoscedastic residuals variance is constant across observations so the model is free of heteroscedasticity and standard errors of the coefficients can be trusted.

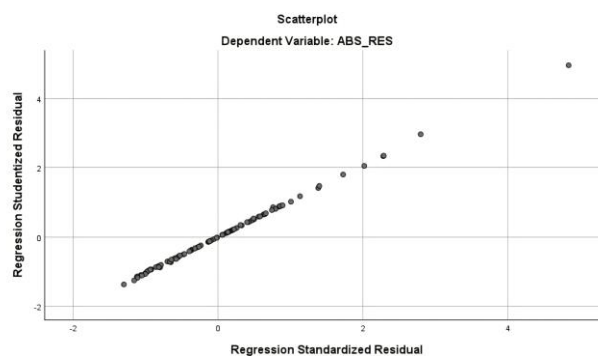


Figure 3. Scatterplot of Regression Standardized Residual vs. Studentized Residual (Dependent Variable: ABS_RES).

Source : processed by the researcher, 2026.

Residuals cluster tightly along a narrow band near zero across the range of predicted values, without the funnel or cone shape that would indicate widening/narrowing variance. Two-three points at the upper right sit further out but do not alter the overall flat, random scatter pattern. This visually confirms the Glejser test: the model's residual variance is constant (homoscedastic).

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis.

Predictor	B	Std. Error	Beta	t	Sig.
(Constant)	1.002	4.356	-	0.230	.819
X1 - Advertising	.548	.258	.153	2.120	.037
X2 - Sales Promotion	1.164	.471	.224	2.473	.015
X3 - Public Relations	.323	.342	.077	0.945	.347
X4 - Direct Marketing	.240	.377	.069	0.636	.526
X5 - Digital Marketing	1.161	.548	.184	2.120	.037
X6 - Personal Selling	1.435	.415	.304	3.455	.001

Source: processed by the researcher, 2026.

$$Y = 1.002 + 0.548X1 + 1.164X2 + 0.323X3 + 0.240X4 + 1.161X5 + 1.435X6 + e \dots\dots\dots I$$

Every coefficient is positive: all six IMC dimensions move Brand Awareness in the same direction. Reading the standardized Beta column which is comparable across predictors regardless of unit Personal Selling (X6, $\beta = .304$) is the strongest driver, followed by Sales Promotion (X2, $\beta = .224$) and Digital Marketing (X5, $\beta = .184$); Public Relations (X3, $\beta = .077$) and Direct Marketing (X4, $\beta = .069$) contribute the least. The constant (1.002, Sig. = .819) is statistically not different from zero and carries no substantive interpretation on its own.

Coefficient of Determination (R^2)

Table 8. Coefficient of Determination (R^2).

R	R Square	Adjusted R Square	Std. Error of Estimate
.887	.787	.773	5.28710

Source: processed by the researcher, 2026.

Adjusted $R^2 = .773$: the six IMC dimensions jointly explain 77.3% of the variance in Brand Awareness, leaving 22.7% attributable to factors outside the model (e.g., word-of-mouth, price perception, physical evidence). This is a strong explanatory model by social-science standards.

Hypothesis Testing

Partial Test (t-Test)

Table 9. Partial Test (t-Test).

Hyp.	Predictor	t-count	t-table	Sig. vs .05	Sig.	Effect	Decision
H2	X1 - Advertising	2.120	1.986	<	.037	Significant positive	Accepted
H3	X2 - Sales Promotion	2.473	1.986	<	.015	Significant positive	Accepted
H4	X3 - Public Relations	0.945	1.986	>	.347	Not significant	Rejected
H5	X4 - Direct Marketing	0.636	1.986	>	.526	Not significant	Rejected

Hyp.	Predictor	t-count	t-table	Sig. vs .05	Sig.	Effect	Decision
H6	X5 - Digital Marketing	2.120	1.986	<	.037	Significant positive	Accepted
H7	X6 - Personal Selling	3.455	1.986	<	.001	Significant positive	Accepted

Source: processed by the researcher, 2026.

Four of six dimensions (X1, X2, X5, X6) partially and significantly affect Brand Awareness; H2, H3, H6, and H7 are accepted. Public Relations (X3) and Direct Marketing (X4) do not have a significant partial effect H4 and H5 are rejected despite both showing a positive coefficient direction. Personal Selling (X6, $t = 3.455$) is the most statistically robust and, per its Beta weight, the dominant dimension shaping Brand Awareness of Grand Whiz Megamas Manado Hotel.

Simultaneous Test (F-Test)

Table 10. Simultaneous Test (F-Test).

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	9591.725	6	1598.621	57.189	.000
Residual	2599.665	93	27.953	-	-
Total	12191.390	99	-	-	-

Source: processed by the researcher, 2026.

F-count = 57.189 > F-table (2.20), Sig. = .000 < 0.05. H1 is accepted: Advertising, Sales Promotion, Public Relations, Direct Marketing, Digital Marketing, and Personal Selling, taken together, have a significant simultaneous effect on Brand Awareness of Grand Whiz Megamas Manado Hotel.

Summary of Hypothesis Results

Community/Respondent Perception of IMC and Brand Awareness

a. Perception of Respondents' Frequency Distribution

Beyond the dimension-level means discussed in the following sub-sections, the item-level frequency distribution presented below offers a more granular view of how respondents actually distributed their answers across the five response categories, from Strongly Disagree to Strongly Agree. Using the mean-value interval categories established in Table 3.5 (3.41-4.20 = High), 32 of the 33 statement items fall in the High category; only X4.1 (mean = 3.40) sits at the boundary of the Moderate range, one-hundredth of a point below the High threshold. This near-uniform High classification, however, masks considerable variation in the underlying response patterns, which the discussion below unpacks item by item.

Table 11. Perception of Respondents' Frequency Distribution IMC Variable X1 - X6.

Frequency Distribution of Respondents' Answers on the IMC Variable (X)											
Item	SD (1)		D (2)		N (3)		A (4)		SA (5)		Mean
	F	%	F	%	F	%	F	%	F	%	
Advertising (Periklanan)											
X1.1	0	0.0	17	17.0	2	2.0	41	41.0	40	40.0	4.04
X1.2	2	2.0	35	35.0	3	3.0	31	31.0	29	29.0	3.50
X1.3	0	0.0	25	25.0	4	4.0	48	48.0	23	23.0	3.69
Average Score of the Advertising (Periklanan) Indicator											3.74
Sales Promotion (Promosi Penjualan)											
X2.1	1	1.0	9	9.0	4	4.0	63	63.0	23	23.0	3.98
X2.2	0	0.0	7	7.0	2	2.0	63	63.0	28	28.0	4.12
X2.3	0	0.0	13	13.0	3	3.0	61	61.0	23	23.0	3.94
Average Score of the Sales Promotion (Promosi Penjualan) Indicator											4.01
Public Relations (Hubungan Masyarakat)											
X3.1	1	1.0	15	15.0	3	3.0	59	59.0	22	22.0	3.86
X3.2	1	1.0	25	25.0	2	2.0	50	50.0	22	22.0	3.67
X3.3	1	1.0	24	24.0	5	5.0	51	51.0	19	19.0	3.63
Average Score of the Public Relations (Hubungan Masyarakat) Indicator											3.72
Direct Marketing (Pemasaran Langsung)											
X4.1	6	6.0	32	32.0	2	2.0	36	36.0	24	24.0	3.40
X4.2	2	2.0	14	14.0	6	6.0	56	56.0	22	22.0	3.82
X4.3	4	4.0	23	23.0	2	2.0	51	51.0	20	20.0	3.60
Average Score of the Direct Marketing (Pemasaran Langsung) Indicator											3.61
Digital Marketing (Pemasaran Digital)											
X5.1	0	0.0	5	5.0	3	3.0	70	70.0	22	22.0	4.09
X5.2	0	0.0	3	3.0	2	2.0	71	71.0	24	24.0	4.16
X5.3	1	1.0	17	17.0	4	4.0	68	68.0	10	10.0	3.69
Average Score of the Digital Marketing (Pemasaran Digital) Indicator											3.98
Personal Selling (Penjualan Personal)											
X6.1	1	1.0	24	24.0	4	4.0	55	55.0	16	16.0	3.61
X6.2	0	0.0	11	11.0	6	6.0	63	63.0	20	20.0	3.92
X6.3	1	1.0	6	6.0	3	3.0	69	69.0	21	21.0	4.03
Average Score of the Personal Selling (Penjualan Personal) Indicator											3.85

Source: processed by the researcher, 2026.

For the Advertising dimension (X1), agreement is strongest on X1.1, where 81.0% of respondents selected Agree or Strongly Agree and only 17.0% selected Disagree or Strongly Disagree (mean = 4.04). X1.2 shows a markedly different pattern: 37.0% of respondents disagreed, the second-highest disagreement rate among all 18 IMC items, against 60.0% agreement (mean = 3.50), the lowest mean within the Advertising dimension. X1.3 falls in between, with 71.0% agreement and 25.0% disagreement (mean = 3.69). Read together, these frequencies suggest that while the hotel's advertising is broadly recognized, the specific quality or persuasiveness captured by X1.2 is where public perception is least convinced.

Sales Promotion (X2) shows the most consistently positive frequency pattern of all six IMC dimensions. X2.2 records the highest agreement of any IMC item (91.0% Agree/Strongly Agree, only 7.0% disagreement, mean = 4.12), followed closely by X2.1 (86.0% agreement, mean = 3.98) and X2.3 (84.0% agreement, mean = 3.94). The low disagreement rates across all three items (7.0%-13.0%) corroborate the dimension's small standard deviations,

confirming that respondents' positive experience with promotions and discounts is both strong and broadly shared.

Public Relations (X3) presents a more divided frequency profile. X3.1 draws 81.0% agreement against 16.0% disagreement (mean = 3.86), but X3.2 and X3.3 show disagreement rising to roughly a quarter of respondents (26.0% and 25.0%, respectively), with agreement falling to 72.0% and 70.0% (means of 3.67 and 3.63). This one-in-four disagreement rate, consistent across two of the three items, is the frequency-level signature of the uneven public exposure to Public Relations activities discussed below, and foreshadows why this dimension's partial effect on Brand Awareness later proves statistically non-significant.

Direct Marketing (X4) shows the weakest and most polarized frequency pattern of the six IMC dimensions. X4.1 is the only item in the entire 33-item instrument where disagreement (38.0%, comprising 6.0% Strongly Disagree and 32.0% Disagree) trails agreement (60.0%) by such a narrow margin, producing the lowest mean in the study (3.40) and pulling the item into the Moderate category. X4.2 rebounds to 78.0% agreement (mean = 3.82), while X4.3 settles at 71.0% agreement against 27.0% disagreement (mean = 3.60). The sharp swing between X4.1 and X4.2 within the same dimension illustrates why Direct Marketing carries this study's widest response dispersion, and why, like Public Relations, its overall partial effect on Brand Awareness does not reach statistical significance.

Digital Marketing (X5) records the strongest and most uniform agreement of any IMC dimension: X5.2 reaches 95.0% agreement (only 3.0% disagreement, mean = 4.16) and X5.1 reaches 92.0% agreement (5.0% disagreement, mean = 4.09). X5.3 is comparatively lower but still solidly High, with 78.0% agreement against 18.0% disagreement (mean = 3.69). These consistently low disagreement rates match the dimension's narrow standard deviations noted below and help explain why Digital Marketing registers as a statistically significant predictor of Brand Awareness.

Personal Selling (X6), the strongest overall predictor of Brand Awareness in the regression results, shows a rising pattern of agreement from X6.1 to X6.3: 71.0% agreement on X6.1 (mean = 3.61), climbing to 83.0% on X6.2 (mean = 3.92) and 90.0% on X6.3 (mean = 4.03), with disagreement correspondingly falling from 25.0% to 7.0%. This progression suggests respondents' perceptions become more favorable moving from the initial staff approach (X6.1) toward interpersonal explanation and direct interaction (X6.3), consistent with the closing-stage interpretation offered below.

Table 12. Perception of Respondents' Brand Awareness Variable (Y).

Frequency Distribution of Respondents' Answers on the Brand Awareness Variable (Y)											
Item	SD (1)		D (2)		N (3)		A (4)		SA (5)		Mean
	F	%	F	%	F	%	F	%	F	%	
Brand Recognition											
Y1	1	1.0	3	3.0	0	0.0	69	69.0	27	27.0	4.18
Y2	0	0.0	6	6.0	0	0.0	72	72.0	22	22.0	4.10
Y3	0	0.0	17	17.0	1	1.0	59	59.0	23	23.0	3.88
Average Score of the Brand Recognition Indicator											4.05
Brand Recall											
Y4	2	2.0	27	27.0	1	1.0	52	52.0	18	18.0	3.57
Y5	0	0.0	22	22.0	4	4.0	57	57.0	17	17.0	3.69
Y6	0	0.0	14	14.0	2	2.0	62	62.0	22	22.0	3.92
Average Score of the Brand Recall Indicator											3.73
Top of Mind											
Y7	0	0.0	29	29.0	6	6.0	48	48.0	17	17.0	3.53
Y8	0	0.0	26	26.0	3	3.0	48	48.0	23	23.0	3.68
Y9	1	1.0	25	25.0	3	3.0	46	46.0	25	25.0	3.69
Average Score of the Top of Mind Indicator											3.63
Brand Image											
Y10	0	0.0	8	8.0	5	5.0	65	65.0	22	22.0	4.01
Y11	0	0.0	12	12.0	3	3.0	61	61.0	24	24.0	3.97
Y12	0	0.0	13	13.0	4	4.0	61	61.0	22	22.0	3.92
Average Score of the Brand Image Indicator											3.97
Product Knowledge											
Y13	1	1.0	12	12.0	3	3.0	67	67.0	17	17.0	3.87
Y14	0	0.0	12	12.0	4	4.0	67	67.0	17	17.0	3.89
Y15	0	0.0	11	11.0	6	6.0	64	64.0	19	19.0	3.91
Average Score of the Product Knowledge Indicator											3.89

Source: Primary data processed by the researcher, 2026.

Turning to Brand Awareness (Y), the Brand Recognition dimension records the highest agreement rates in the entire study: Y1 reaches 96.0% agreement (mean = 4.18), and Y2 reaches 94.0% agreement (mean = 4.10), each with disagreement in the single digits. Y3, the item asking respondents to distinguish Grand Whiz Megamas Manado from its sister property, is markedly weaker at 82.0% agreement and 17.0% disagreement (mean = 3.88) - the first numerical trace, at the frequency level, of the brand-differentiation problem that recurs throughout the Brand Awareness results.

Brand Recall shows a more moderate frequency profile. Y6 records 84.0% agreement (mean = 3.92), while Y4 and Y5 show disagreement rising to 29.0% and 22.0%, respectively (means of 3.57 and 3.69) - among the lowest means in the Brand Awareness variable. Y4 in particular, which asks whether respondents can recall the hotel name unaided, is tied with Y7 for the highest disagreement rate among all 15 Brand Awareness items.

Top of Mind is the weakest dimension by frequency, with Y7 recording only 65.0% agreement against 29.0% disagreement (mean = 3.53), the lowest mean of all 33 items in the instrument. Y8 and Y9 both settle at 71.0% agreement with roughly a quarter of respondents disagreeing (26.0% each, means of 3.68 and 3.69). These frequencies indicate that while most

respondents ultimately agree the hotel is memorable, a substantially larger minority - compared with the Brand Recognition items - do not yet consider it their first-choice or top-of-mind hotel in Manado City.

Brand Image and Product Knowledge, by contrast, return to consistently strong agreement: all six items (Y10-Y15) record agreement between 83.0% and 87.0%, with disagreement confined to 8.0%-13.0% and means ranging narrowly from 3.87 to 4.01. This consistency suggests that once respondents are exposed to the hotel, whether through direct experience or communication, their resulting impression of its class, service standard, and facilities is formed reliably, even where initial recall or differentiation (Y4, Y7) is comparatively weaker.

b. IMC Implementation Profile as Perceived by the Public

All six IMC dimensions currently implemented by Grand Whiz Megamas Manado Hotel Advertising, Sales Promotion, Public Relations, Direct Marketing, Digital Marketing, and Personal Selling are perceived by the public as High overall, with dimension averages ranging from 3.61 (Direct Marketing) to 4.01 (Sales Promotion). This directly answers the first research objective of identifying and analyzing the IMC currently implemented by the hotel. Two patterns stand out. First, the more transactional and interactive channels (Sales Promotion, Digital Marketing, Personal Selling) are both the highest-rated and the most consistently perceived, with Digital Marketing showing the lowest dispersion of all six dimensions ($SD \leq 0.91$ on every item). Second, Direct Marketing and Public Relations show the widest dispersion across respondents ($SD > 1.0$ on every item, with X4.1 recording the largest standard deviation of all 18 IMC items at 1.318), indicating that although these two channels are technically in place, exposure to them is uneven across the public some respondents encounter them frequently, others barely at all. This uneven-exposure pattern foreshadows the partial-effect results discussed next: the two dimensions with the least consistent implementation, Public Relations and Direct Marketing, are precisely the two whose statistical influence on Brand Awareness later proves non-significant (H4, H5).

c. Brand Awareness Profile

The overall Brand Awareness level is High (mean = 3.85), but the item-level pattern is telling: recognition and brand-image items (Y1, Y2, Y10) score highest, while the Top of Mind and Brand Recall items (Y7, Y4) score lowest along with the explicit differentiation item (Y3). This gap between “the public has heard of the brand” and “the public can distinguish the brand from its closest competitor” is the empirical fingerprint of the exact problem that motivated this research. High recall alone is not sufficient; it is differentiation that remains

underdeveloped, and the regression results show this is disproportionately the job of Personal Selling and Sales Promotion, not of PR or Direct Marketing as currently implemented.

The Most Effective Form of IMC

Simultaneous Effect of IMC on Brand Awareness

As established by the F-test and Adjusted R^2 reported in Section 5.1.8.2 ($F = 57.189$, $\text{Sig.} = .000$, Adjusted $R^2 = .773$), the six IMC dimensions jointly produce a significant effect on Brand Awareness of Grand Whiz Megamas Manado Hotel, accounting for more than three-quarters of its variation a strong result by social-science standards and empirical support for Belch and Belch's (2021) argument that brand communication works as an integrated system rather than as isolated activities. This finding is consistent with Pisicchio & Toaldo (2021), who found that integrated IMC implementation contributes significantly to hotel marketing performance, and reinforces Duncan & Moriarty's (1998) proposition that coordinated messaging strengthens brand perception more than any single channel could alone.

Partial Effects: Identifying the Dominant Dimension

Although the model performs strongly as a whole, its four accepted hypotheses (H2, H3, H6, H7) and two rejected ones (H4, H5) show that not all IMC instruments contribute equally to closing this hotel's specific brand-awareness gap.

Personal Selling (X6) is the dominant driver ($\beta = .304$, $t = 3.455$, $\text{Sig.} = .001$), the strongest and most robust predictor in the model. This is best explained by the nature of the problem identified in Chapter I: the confusion between Grand Whiz Megamas Manado and its sister property, Whiz Prime Megamas Manado. Direct, interpersonal contact front-desk staff, sales teams, and reservation agents is the one channel capable of actively and explicitly disambiguating the two brands in real time, something a passive advertisement or a social media post cannot do. This supports Keller's (1993) CBBE logic that the strongest brand associations are built through direct, elaborative contact rather than passive exposure.

Sales Promotion (X2) is the second-strongest predictor ($\beta = .224$, $\text{Sig.} = .015$) and also the highest-rated dimension descriptively (mean = 4.01). Discounts, packages, and promotional offers appear to function as effective recall triggers respondents are more likely to remember a brand tied to a concrete, self-interested offer, consistent with Kotler et al.'s (2022) view of sales promotion as a short-term stimulus for both trial and recall.

Digital Marketing (X5) is significant ($\beta = .184$, $\text{Sig.} = .037$) and shows the most internally consistent respondent perception of all six dimensions ($SD \leq 0.91$ on every item). Given that the 20–24 age group is the single largest respondent segment, this consistency plausibly reflects the reach and repetition digital channels achieve among younger, digitally

literate segments of the general public a pattern aligned with Krizanova et al.'s (2019) emphasis on digital channels as central to modern hospitality communication.

Advertising (X1) is also significant ($\beta = .153$, Sig. = .037), but its effect is comparatively modest and its items show wider dispersion (SD up to 1.29), suggesting the public's exposure to formal advertising is less uniform than exposure to promotions or digital content.

Public Relations (X3) and Direct Marketing (X4) are the two dimensions that do not show statistically significant partial effects (Sig. = .347 and .526), although both have positive coefficient directions. This finding can be explained through three main considerations. First, there is uneven exposure among respondents. X4.1 has the highest standard deviation among all 18 IMC items (1.318) and approaches the Moderate category, while all X3 items have standard deviations above 1.0, indicating the widest dispersion in the dataset.

This suggests that only a portion of respondents have been exposed to public relations and direct marketing activities, thereby reducing their measurable statistical influence, even though respondents who experienced these activities may respond positively. Second, there is shared variance with stronger predictors. Although the multicollinearity test confirms that all VIF values remain below the threshold of 10, X4 has the highest VIF value (5.156) among the six predictors. This indicates that some of its explanatory contribution overlaps with other IMC dimensions, particularly Personal Selling and Sales Promotion. Consequently, after accounting for shared variance, the unique contribution of X4 to Brand Awareness becomes limited, although the overlap remains within acceptable statistical boundaries. Third, these findings are consistent with the research problem regarding naming confusion.

Public Relations and Direct Marketing are communication channels that highly depend on message specificity, such as press releases, sponsorship acknowledgments, and direct promotional materials, to clearly differentiate “Grand Whiz” from “Whiz Prime.” If these communication materials do not consistently emphasize brand differentiation, their potential impact on Brand Awareness may be structurally constrained regardless of their frequency.

This explanation aligns with the naming-confusion issue identified in the pre-survey discussed in Chapter I. Table 5.3 summarizes the hypothesis testing results (H1–H7), which collectively identify Personal Selling as the most effective form of Integrated Marketing Communication.

Table 13. Summary of Hypothesis Test Results (H1–H7).

Hyp.	Statement	Result
H1	X1-X6 simultaneously affect Brand Awareness	Accepted
H2	Advertising (X1) partially affects Brand Awareness	Accepted
H3	Sales Promotion (X2) partially affects Brand Awareness	Accepted
H4	Public Relations (X3) partially affects Brand Awareness	Rejected
H5	Direct Marketing (X4) partially affects Brand Awareness	Rejected
H6	Digital Marketing (X5) partially affects Brand Awareness	Accepted
H7	Personal Selling (X6) partially affects Brand Awareness	Accepted

Source: Primary data processed by the researcher, 2026.

5. CONCLUSION

The six IMC dimensions Advertising, Sales Promotion, Public Relations, Direct Marketing, Digital Marketing, and Personal Selling simultaneously and significantly affect the Brand Awareness of Grand Whiz Megamas Manado Hotel among the general public in Manado City ($F = 57.189$, $\text{Sig.} = .000$), explaining 77.3% of its variance ($\text{Adjusted } R^2 = .773$).

Partially, only four of the six dimensions have a significant positive effect: Personal Selling (dominant, $\beta = .304$), Sales Promotion ($\beta = .224$), Digital Marketing ($\beta = .184$), and Advertising ($\beta = .153$). Public Relations and Direct Marketing show a positive but statistically non-significant effect, most plausibly due to uneven, inconsistent public exposure rather than an absence of relevance.

Overall Brand Awareness is at a High level (mean = 3.85), but the gap between strong recall/recognition and weaker brand differentiation confirms that the naming-confusion problem identified in the pre-survey (Chapter I) persists as this research's central empirical finding: the public knows the “Whiz” name but still struggles to distinguish Grand Whiz Megamas Manado from its sister property.

Taken together, the results indicate that Hotel Grand Whiz Megamas Manado's current IMC mix is statistically effective at the aggregate level but structurally imbalanced at the channel level, with interpersonal and promotion-based channels doing most of the work of building a distinct brand identity.

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